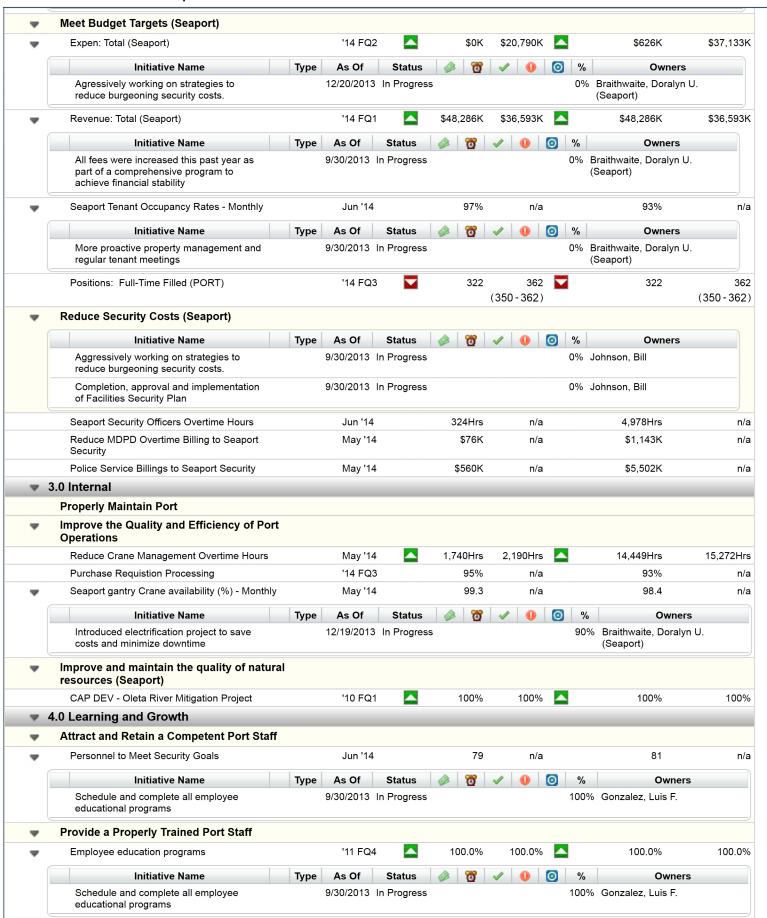
Information Name: Port of Miami - Seaport Description: Domain: Seaport Owners: Johnson, Bill; Braithwaite, Doralyn U. (Seaport) **Details** As Of FYTD Actual Actual Target FYTD Target 1.0 Customer Attract New Customers (Seaport) 81,026 79,837 584,037 TEUs (Twenty Foot Equivalent Units) May '14 624,201 Seaport Cargo Tonnage - Monthly May '14 672.933 710.225 5,139,235 5.552.869 **Initiative Name** Type As Of **Status** % **Owners** 0% Braithwaite, Doralyn U. On going marketing intiatives with 12/19/2013 In Progress interested cruise lines and volume (Seaport) incentive discussions Promote Seaport Importance through 0% Braithwaite, Doralyn U. 12/19/2013 In Progress advertising, monthly Port Partner (Seaport) meetings, participation in cruise and cargo trade shows Number of Cruise Passengers - Monthly May '14 368.551 241,633 3,560,162 3,033,826 **Initiative Name** 0 % Туре As Of **Status Owners** 0% Braithwaite, Doralyn U. Promote Seaport Importance through 12/19/2013 In Progress advertising, monthly Port Partner (Seaport) meetings, participation in cruise and cargo trade shows Improve Customer Satisfaction (Seaport) **Customer Satisfaction Survey** '14 FQ3 95% n/a 95% n/a **Improve Port Partner Satisfaction** Permit Mail Out Success '14 FQ2 95.0% 100.0% 100.0% 95.0% 2.0 Financial Increase Cargo Revenue Total Cargo Revenue - Monthly May '14 \$2,946K \$3,125K \$21,572K \$24,431K **Initiative Name** Type As Of **Status** % Owners Promote Seaport Importance through 12/19/2013 In Progress 0% Braithwaite, Doralyn U. advertising, monthly Port Partner (Seaport) meetings, participation in cruise and cargo trade shows Volume incentive programs for large 0% Braithwaite, Doralyn U. 12/19/2013 In Progress customers. New business programs are (Seaport) negotiated for new services. Increase Passenger Revenue \$5.041K \$4,968K Total Seaport Passenger Revenue - Monthly May '14 \$43,941K \$45,517K **O** % **Initiative Name** Type As Of **Status Owners** Visit corporate headquarters of largest 9/30/2013 In Progress 0% Johnson, Bill: Braithwaite, Doralyn U. potential customers (Seaport) On going marketing intiatives with 12/19/2013 In Progress 0% Braithwaite, Doralyn U. interested cruise lines and volume (Seaport) incentive discussions 0% Braithwaite, Doralyn U. Promote Seaport Importance through 12/19/2013 In Progress advertising, monthly Port Partner (Seaport) meetings, participation in cruise and cargo Volume incentive programs for large 12/19/2013 In Progress 0% Braithwaite, Doralyn U. customers. New business programs are (Seaport) negotiated for new services.

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